

information sheet course of study

Media Production and Media Technology

General Information

The programme Media Production and Media Technology aims to convey a widely applicable qualification and applicability at the preparation and the use of media products with a combination of skills in computer sciences and design.

The graduates of this course of study have a profound knowledge in engineering and production of audio-visual and computer-aided media as well as content-development and media design.

This background in mind, it is the goal of this programme to convey in seven semesters a combination of engineering know-how and skills in media design is conveyed for the application of modern multimedia products and services.

Co operations within the media landscape contribute in addition to the attractiveness of this course of study. It should address all those students who amongst know-how in (media) technology want to integrate creative and journalistic aspects into their education.

Course of Study

The programme is seven semesters in duration and divided into three phases including two practical ones: a basic internship of eight weeks which is to be done during lecture-free time until the end of the 3rd semester, and a second practical phase of 18 weeks done in semester five.

The **first stage (semester 1 and 2)** is for building the base in Engineering and Media Science. It combines following lectures:

- Mathematics for Media Engineers
- Electrical Engineering
- Basics in Digital Signal Processing
- Introduction to Computer Sciences
- Applied Computer Science (programming)
- Basics in Media Production and Media Technology
- Media Science and Media Design
- Project Management
- Media Law
- English.

The following **two stage (semester 3 till 7)** will establish profound knowledge in modern Media Technology and will enable the graduates to collaborate responsibly in the development of technical concepts of multimedia projects.

The students gain competence for practical application of multimedia technology e.g. in journalism, marketing and presentation with the help of interdisciplinary courses and project works. Following lectures are planned:

- Audiovisual Media
- Video Production
- Web Systems and Data Bases
- Techniques of Programming for Multimedia Applications
- Digital Image Processing
- Content Development
- Multimedia Application and Projects 1
- Corporate Communication
- Elective Subjects in Content Development and Media Design
- Event Technology
- Audio Production
- Interactive Systems
- Computer Graphics and Animation
- Multimedia Application and Projects 2
- Media Marketing
- Programme-specific Elective Subjects
- Practical Seminars
- Bachelor Thesis.

Die Vorlesungen werden durch Praktika und Projektarbeiten ergänzt und vertieft. Dafür stehen an der Fachhochschule in Amberg Labore mit einer auf dem neuesten Stand der Technik befindlichen Ausstattung zur Verfügung, so etwa in der Bildverarbeitung und Computergraphik, Digitalen Signalverarbeitung, Mikrocomputertechnik, Mediengestaltung bis hin zu den Laboren in der Multimedia-Technik mit ihrem Audio- und Videostudio und einem eigenen Regieraum.

Das Studium endet mit dem Abschluss **Bachelor of Engineering (B.Eng.)**.

Student Advisory Service in Amberg

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